

### REMARKS

The Office Action issued by the Examiner on June 9, 2009 and the citations referred to in the Office Action have been carefully considered. Claims 57-85, 87-90 stand rejected. No claim amendments are being made in this Response. Prompt reconsideration is requested in view of the following remarks.

### Claim Rejections

Claims 57-90 stand rejected as obvious over Tsujimoto in view of Harayama et al. The examiner asserts that:

“Tsujimoto discloses a method of automatically playing the contents of a medium (DVD), the method comprising: providing a single medium main menu for a pre-determined time period after insertion of the medium into the player, prior to play content of the medium, the menu inviting an interaction by presenting a choice between a fast paly option (instantaneous play, column 4, lines 50-55) and a standard play option (column 4, lines 40-45 during a period (the period require a user choose an instantaneous reproduction or not) ( column 4, lines 39-57), Fig. 3); and proceeding to play the contents of the medium, including a feature presentation, in an uninterrupted sequence without any interaction from a user (column 4, lines 46-58).

The examiner is respectfully requested to reconsider and withdraw this assertion. In essence, Tsujimoto specifically teaches an optical media (DVD) player that DOES NOT DISPLAY AN OPENING SCREEN AT ALL when a DVD is inserted.

Instead, this reference teaches the player doing nothing until the remote is actuated. Tsujimoto states, at column 4, lines 39-57, that when an optical disk is loaded in the player, provided that the “resume” option is OFF and “instantaneous reproduction” is selected, THEN, **when** key 20c (forward triangle key) is pressed, the disk is reproduced beginning at the first chapter without the opening screen and menu screen being displayed.

Alternatively, at col. 4, lines 46 through 57, Tsujimoto teaches that if instantaneous reproduction has not been previously selected, then, when a DVD is inserted, the opening screen

and menu screen IS displayed WHEN the key 20c (forward triangle key) is pressed. The activation of the remote provides a setup menu display capability in a player when the unit is turned on **and** a remote control MENU key is depressed. See Col. 3, line 51-col. 4, line 6. This setup menu provides two options for playing a DVD: instantaneous reproduction on or off, along with various other options such as language, parental restrictions, etc. (FIG. 3).

Further, at col. 5, line 11, Tsujimoto states "When the reproducing key of the remote controller which commands that the optical disk is reproduced is operated, the program proceed from step S1 to Step S2..." etc. Thus NOTHING happens until the reproducing key (forward triangle key 20c) is pressed.

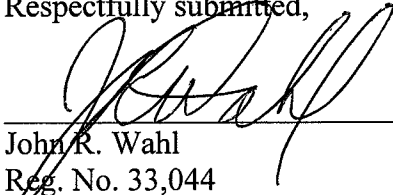
A proper combination of Tsujimoto with Hirayama et al simply does not teach Applicants' claimed invention at all. The best that can be said for this combination of references is that Tsujimoto teaches a menu display bypass functionality. There is no automatic play of the media content upon insertion of the media into the player. Further, there is no automatic play of the media content upon insertion of the media into the player after a predetermined period as is set forth in Applicants' claims. Finally, there is no motivation to combine these references as suggested by the examiner that would result in Applicants' claimed invention. Therefore the rejection under 35 USC 103(a) should be withdrawn and the pending claims allowed.

### **Conclusion**

Claims 57 through 90 remain pending in the application. Each of these claims is believed to be allowable and in allowable form. This response is believed to adequately address all points in the Office Action. It is respectfully submitted that all of the Examiner's objections have been successfully traversed and that the application is now in order for allowance. Accordingly, reconsideration of the application and allowance thereof is courteously requested. Should the examiner have any remaining questions or concerns he is urged to contact the undersigned attorney by telephone at (303)685-7460 in order to resolve such concerns expeditiously.

No fee is believed to be due with this Response. However, should this not be the case, the Director is authorized to charge any additional fee(s) or any underpayment of fee(s), or to credit any overpayments to **Deposit Account Number 50-2638**. Please ensure that Attorney Docket Number 054317-029201 is referred to when charging any payments or credits for this case.

Respectfully submitted,

  
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